

How do I develop or select advertisements?

When developing or selecting the advertisement you want to use in your paid outreach, it is critical that the ad:

- Clearly focuses on one single important message. For example, a spot can address the stigma of SNAP, or emphasize that, by using benefits from SNAP, people can purchase healthy foods such as fruits, vegetables, and whole grains.
- Includes a call to action—such as calling a 1-800 number. Your ad must motivate your target audience to do something.

For more information about message development, see the Media Outreach section.

Does FNS have paid advertising spots that I can use?

No. However, FNS has radio scripts posted at <http://www.fns.usda.gov/snap/outreach/radio/default.htm>, which organizations can download and record using their own actors.

If your organization is interested in purchasing its own paid advertising on television or radio stations, in print outlets, online, or on billboards, you will need to develop your own ads.

If you are interested in conducting advertising, consider contacting FNS to obtain guidance on the process of developing and placing advertising.

How do I produce my own radio spot using USDA's existing scripts?

Organizations can use the existing radio scripts from USDA's Web site. You will need to work with a talent agency and recording studio, which will finalize the spot for use on radio stations.

Does FNS have recorded public service announcements that I can use?

Yes. FNS has produced radio public service announcements at this link:

<http://www.fns.usda.gov/snap/outreach/psas.htm>.

These spots cannot be used for paid advertising due to talent restrictions.

Tips to Make Your Own Radio Buys

Partnerships with one or more media outlets can help your organization get the deepest discounts—including additional bonus placements. Establish the partnership by:

- Scheduling an in-person meeting with the station manager, public service coordinator, and/or sales manager to explain the importance of nutrition assistance to the outlet's consumers.
- Prepare and present background information about your organization, your outreach, your target audience, and the public benefit for the media outlet representatives.
- If an in-person meeting cannot be scheduled, prepare a cover letter and mail an information packet to the sales manager and public service director. Be sure to follow up by calling the sales manager or public service director to discuss opportunities.

Ask media outlets what they can provide free of charge as a "bonus" for the amount of money you are paying for space.

More information about forming partnerships is located in Partnerships section.